

# UFC ACTIVATION PROPOSAL

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The image features a large, stylized red UFC logo on a white background. The logo is composed of the letters 'UFC' in a bold, italicized font. The 'U' and 'F' are connected, and the 'C' is separate. The red color is vibrant and stands out against the white background.

# OPPORTUNITY

**What is the biggest area of opportunity?** - Cross promotion through gaming to introduce the UFC to new audiences and cement the brand among current and new fans

# WHY GAMING?

## Gaming demographics

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- **Total number of gamers (globally):**
- **Age:**
- **Gender:**
- **Global distribution (US vs Europe vs Asia)**
- **Fans have higher purchasing power**

## Fortnite demographics

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- **Total number of gamers (globally):**
- **Age:**
- **Gender:**
- **Global distribution (US vs Europe vs Asia)**

## Fighter engagement

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- **UFC Fighters already game**
- **Opportunity for organic engagement with fighters**

# PRODUCT & TARGET FANS

**What is the product or activation? UFC x Fortnite partnership**

- Xx
- xx

**What segment of fans are being activated?**

- Xx
- xx

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- How does this product or activation bridge a deeper relationship with the target fan segment?
    - Xxx
    - xx

# BUSINESS OUTCOMES



## BRAND EQUITY

Improved brand experience and brand resonance with a specific focus on the 16-35 male age group



## FAN ENGAGEMENT

- Pro-Am Tournament featuring UFC Fighters and Fortnite pros
- Custom characters
- Play to win UFC & Fortnite rewards
- Live in-game events



## REVENUES

- Brand Royalties
- In-game micro transactions





# WHY NOW?

- **Proof of Concept** – The game’s collaboration concept is tried and tested. Over 50 such successful partnerships have already taken place with sports properties and other major brands.
- **Experiences** are now more valuable than merchandising. Digital fashion and in-game items now fetch whopping amounts, a marketing outlet than many industries are recently discovering.
- **Growth of Gaming Industry** – Fortnite has become one of the most played games in the world and the go to platform for collabs across genres. The UFC is the fastest growing sports organization in the world and shares a target demographic with Fortnite.

Questions?



# SOURCES